Permit #F00019951

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019951 **Type of Permit:** FILMING **Release Date:** 09/15/2009

Production Company HELLO & CO

Insured Company Name HELLO & CO

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title ALKA SELTZER

Type of Production Commercial - Standard

Producer Jeffery McDougle

Director Jacobs Briere

1st AD Rod Harris

Production Manager Kim Pinola

FilmL.A. Coordinator Roberto Martinez

Location Manager Adam Butt
Primary Phone Office - 323-465-9494
Secondary Phone Office - 310-892-9466

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $710.00

Number of Locations 1

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Summary Information — Location

Permit Number F00019951
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title ALKA SELTZER

Location Manager Adam Butt
Primary Phone Office - 323-465-9494
Secondary Phone Office - 310-892-9466

Location Address 20525 Nordhoff St, Los Angeles, CA, 91311

Location Names

Location Type Office Building

Location Description

Film Dates 9/16/2009 - 9/16/2009 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Adam Butt Hello Co Letter701.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	55
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Semi Trucks	4
Vans	3

Personnel on Location

Type	Quantity
Cast	2
Crew	65
Extras	10
Spot Check	1

Filming Activities Interior and exterior dialogue; 2 story building not open to public first floor empty offices on second floor; All filming and parking on private property;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Hello & Co. ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: _____

Hello & Co.
Name of Principal

By: _____
Representative's Signature

Adam Butt
Print Representative's Name

Loc. Mgr.
Representative's Title

1641 N. Ivar
LA. CA 90028
Principal's Address

310 8929466
Principal's Telephone

Principal = Name of Company

Denise Wheeler
Film Permits Unlimited Inc.
Phone (818) 347-9929
Fax (818) 347-9784
Pager (818) 420-7052

Please sign and fax back

NOT A PERMIT